

A GUIDE-BOOK FOR THE  
CONVENTION DELEGATE,  
VISITOR AND TOURIST.

# THE St. Louisan



THE OFFICIAL PUBLICATION OF THE  
ST. LOUIS CONVENTION, PUBLICITY & TOURIST BUREAU

"Magnificent Masonic Temple Dedicated This Week"

OCTOBER 23rd to OCTOBER 30th



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## The St. Louisan

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Vol. 1. OCTOBER 23, 1926 No. 15.

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**Keep The Crowd Together**  
**RENT a GREEN BUS**

"An educated man earns more," says the Washington Post. Well, perhaps; but he doesn't always get it.—Philadelphia Inquirer.

Government records reveal that 4,600 people were killed by gas last year.

200 blew it out.

300 inhaled it.

4,100 stepped on it.

An old French law, passed by the Parliament of Paris in 1770, which reads as follows:

"Whosoever will have seduced into the bonds of marriage any male subject of his Majesty by means of rouge or of powder, of perfumes, or artificial teeth, of false hair, of wadding, of iron banded corsets, of iron banded petticoats, of high heeled shoes or falsely enlarged hips, will be guilty of sorcery and the marriage will be null and void."

Certainly, in this rolled stocking, abbreviated skirt, corsetless, cross kneed, bob haired age a chap would have a tough time to prove any charges of sorcery today.

—Bottles.

Cohn pulled out his pistol and put it in Fosenstein's face.

Just as he was about to fire, Rosenstein said: "How much do you want for the gun?"

Cohn, in telling the story, said: "And how could I kill a man when he was talking business?"—The Alhambra.

"I'm from Florida," announced the stranger at the Gates of Heaven. "Go right in," said St. Peter, "but I don't think you will like the place."

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Eighth and Olive  
Ninth and Olive  
Sixth and Pine  
Twelfth and Market  
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Maryland Hotel  
Statler Hotel  
Warwick Hotel  
Mayfair Hotel  
Union Station





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*Specialty  
Shops  
of*

**T**HE shops listed on these pages have been assembled by the St. Louisan for the visitors who seek unusual beauty and originality in their purchases.

The Galleria Building at 4914 Maryland avenue houses six out of the nine listed here. It may be reached easily from the downtown districts on the Maryland-Olive car and offers a delightful means of shopping liesurely and satisfactorily.

Josephine Scullen occupies attractive quarters just east of the Galleria Building entrance. In her spacious rooms one finds the most exclusive of hats, gowns, and wraps, both ready to wear and to order. Her display is marked by distinctive designs and luxurious materials.

Cartons at the right of the foyer of the Galleria Building is the ideal spot for gifts. Delicate china and glassware, artistic bronzes, etchings, and countless novelties suggest themselves as unusual gifts.

The Chintz Shop next to Cartons is a delightful temptation for the home lover. Unusual furniture, pillows, cretonnes, chintzes and other home accessories intrigue the eye.

On the other side of the foyer one finds Suzanne, Inc., whose chic models tempt the shopper to select a complete new wardrobe. Young women whose names are prominent on social register charmingly display the shops newest imports.

The shopper is fortunate if she finds herself in the Galleria Building at luncheon or dinner,

Suzanne Northrop Stribling

Jane G. Turner

**Les Quatre  
Saisons, Inc.**

*The French Shop*

5079 Waterman Avenue  
HATS, GOWNS and WRAPS  
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A department catering to the matron  
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# Fifth Avenue Distinction

for on the second floor is the Lucy Hall tea room famed for its delicious menus. One of the large dairy companies bottle special buttermilk exclusively for the tea room.

Sidney Ashen-Brenner's interesting studio is also on the second floor. His delicate portrait chalk drawings are gaining attention and imitation throughout the country. They are wonderfully airy bits of light colored chalks and pigment, so fascinatingly dainty that few resist the desire to possess one. Mr. Cahill, the courteous charge d'affairs will put forth every effort to make your visit to the studio an instructive, happy occasion.

A short distance from the Galleria Building (west to Kingshighway, then north to 465) is Peck Gowns Inc., an exclusive shop showing evening, day-time, and sport dresses. Franklin Sweater Suits are features also by Mrs. Peck.

Les Quatre Saisons (just around the corner on Waterman) is another charming shop catering to the needs of the miss and matron. Here the shopper of limited budget may select exclusive models in gowns, hats, and wraps.

The lover of antiques will spend many delightful hours in The Lighted Lamp, replete with antique furniture, gifts, and novelties, (On the Delmar-Olive line at DeBaliviere.)



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*Lucy Hall*  
TEA ROOM

4914 MARYLAND AVE.

Dinner





## The Masonic Temple

—one of the outstanding architectural achievements of the age



# The St. Louisan

VOL. 1

Published weekly to serve as a guide book and souvenir for the convention delegate, visitor, and tourist. The official organ of the St. Louis Convention, Publicity, and Tourist Bureau.

No. 15

## Magnificent Masonic Temple Dedicated This Week

**D**EDICATION ceremonies for the Masonic Temple, 3681 Lindell boulevard, will be held this week, Tuesday, the 26th, on the monumental flight of steps approaching the Temple. Lindell boulevard from Grand to Spring will be closed to traffic during the ceremonies.

Preceding the dedicatory program, there will be a parade from Kings-highway and Lindell boulevards east on Lindell to the Temple, starting at 1:30 p. m., and including in the line of march, the Knight Templar Commanderies, the organized bodies of the Shrine and the Grotto. Acting as an escort to the Grand Lodge officers will be the officers of the Temple Association and members of the Masonic lodges and Eastern Star chapters of the city. Gen. E. J. Spencer will be Grand Marshall.

Ceremonies before the Temple will follow the formal ritual of the Grand Lodge. Dr. Ivan Lee Holt, pastor of the St. John's Methodist Church, will deliver an address.

Representatives of the Sixth Infantry and the 138th National Guard will march in the parade, while members of the 35th Division Air Corps will fly over Lindell boulevard and the Temple during the ceremonies. After the program the building will be open for inspection.

The Temple which is reminiscent of primitive temple architecture, carries the structure to a height of 160 feet or the equivalent of a four-teen story office building. Two im-

posing sculptured figures of the Sphinx will stand guard on either side of the impressive flight of steps that mark the approach from the Lindell boulevard side. The estimated cost of the Temple is \$4,000,000. Construction on the building was begun late in the summer of 1924, but two more years will elapse before it is completed.

When finished the Temple will contain the following major units: An auditorium seating approximately 2200, designed to accommodate the annual gatherings of all the Grand bodies, both Masonic and Eastern Star, of Missouri; a library to accommodate from 20,000 to 30,000 volumes; three Eastern Star Chapter halls of various sizes, with all necessary anterooms and social rooms; eight Blue Lodge halls of varying sizes, with all necessary anterooms, preparation rooms, and social rooms, sufficient to provide a meeting place for all the lodges now in St. Louis; one Royal Arch Chapter hall with large stage and auxiliary rooms; a Commandery Asylum, with the Prelatess Chamber and with all the incidental compartments; a banquet hall, accommodating about 3000 persons, and divisible into a number of small units; offices for the Temple Association and offices for all of the Grand bodies, both Masonic and Eastern Star, of the state of Missouri; six elevators and a power plant adequate to provide power necessary for all purposes of the building, including heat, light, ventilation, and the elevators.

# "Learn By Doing" is Boy Scout Slogan

## Merit Badge Exposition at Coliseum Shows Boy Scouts at Work

**S**EVENTY booths in which Boy Scouts will actually demonstrate their knowledge of the different crafts, trades, and professions, will comprise the novel exhibits of the Merit Badge Exposition held at the Coliseum, October 28, 29 and 30 of this week. The Exposition sponsored by the Rotary Club of St. Louis is designed to show the variety of educational subjects in which the Scouts receive training. It will offer a splendid opportunity to see the boys building bridges, binding books, doing leather work, and many other jobs in exact duplication of the way they earn their badges, and find their life vocations through their scout work.

In each booth will be a Rotary patron, a man high in the profession or trade demonstrated. He will advise and co-operate with the scout master in directing the work of the boys. The Coliseum will be decorated for the occasion, and evening entertainment will be provided in the form of music, athletic contests, drills, and Scout activities not featured in the booths. Prizes and awards will be made to both the troop and individual scouts showing the highest degree of skill and originality in the work.

To become a scout, a boy must be at least twelve years of age. When he has shown his ability to

repeat the scout oath and law in full and has a thorough knowledge of the meaning and has also passed a required number of tests, he is registered as a Tenderfoot Scout; ten additional tests attain the Second Class Rank; and twelve more the First Class Rank.

The Merit Badge is an insignia which a First Class Scout may wear if he has successfully passed the tests in certain subjects, as carpentry and automobile repairing. These tests teach the rudiments of the various crafts and help the boy find the occupation that appeals to him for a life work. By the number of Merit Badges he passes, the scout advances to the rank of Star Scout, then Life Scout and finally after passing twenty-one Merit Badge tests, he acquires the coveted title of Eagle Scout.

Give the right of way to the car that is wrong or pay the price of an accident. And from this thought we see the wisdom of side-stepping the man that is wrong.

—The Silent Partner.



Scout Demonstration in Pottery Booth



## Program

### MISSOURI STATE NURSES' ASSOCIATION

Twenty-first Annual Meeting

### MISSOURI STATE LEAGUE OF NURSING EDUCATION

Sixteenth Annual Meeting and Joint Institute

Nursing Education; Public Health and Private Duty

October 25th to 30th, inclusive  
Hotel Chase

#### Monday, October 25

8:00 a. m. Registration

10:00 a. m. Opening Session State Nurses' Association

Invocation, Rev. John W. MacIvor, Second Presbyterian Church, St. Louis, Missouri  
Address of Welcome, Miss Martha Connoles, president, Town Club of St. Louis  
Response, Mary E. Stebbins, Columbia, Mo. Reports

12:15 p. m. Advisory Council Luncheon

2:00 p. m. Opening Session: State League of Nursing Education

The Teaching of Pediatrics in Schools of Nursing

"From the Point of View of the Lecturer," Dr. Park White, Instructor in Clinical Pediatrics, Washington University School of Medicine

"From the Point of View of the Nurse Teacher," Miss Marjorie Moore, instructor, Washington University School of Nursing

"The Value of Good Pediatric Training as a Basis for Public Health Nursing," Miss Myrtle Grisham, Nursing Field representative, Midwestern Branch Office, American Red Cross

4:30 p. m. Tea, Hostess, St. Louis League of Nursing Education

8:15 p. m. General Session

Miss Marie Brockman, president Missouri State Nurses' Association, presiding

Address: "The Development of Specialized Nursing," Dr. Allen J. McLaughlin, United States Public Service

Address: "The Obligation of Opportunities," Miss Elizabeth Fox, national director Public Health Nursing Service, American Red Cross

#### Tuesday, October 26

8:00-9:00 a. m. Registration

8:00-9:00 a. m. Organization and Programs of Public Health Nursing

"General Trends," Miss Elizabeth Fox, national director Public Health Nursing Service, American Red Cross

Newer Methods in Teaching

"Principles of Good Instruction," Miss Georgina Lommen, director Training School, State Teachers College, Moorhead, Minnesota

9:30 a. m. Business Session State Nurses' Association

10:00 a. m. Opening Session: Public Health Nursing Section

*Continues on page 14*

# Weekly Luncheons



#### Saturday, October 23

University of Illinois Alumni, 1 p. m., American Annex.

1926 Matrons Order Eastern Star, noon, Marquette Hotel.

#### Monday, October 25

Lions Club, 12:15 p. m., American Hotel.

Kiwanis Executives, 12:15 p. m., American Annex.

Forty and Eight Club, noon, American Annex.

Electric Contractors, 12:15 p. m., American Hotel.

St. Louis Assn. Manufacturers Representatives, 12 noon, American Hotel.

Women's Advertising Club, noon, Hotel Statler.

Blue Goose, 12:15, American Annex.

#### Tuesday, October 26

Sigma Alpha Epsilon Fraternity, 12:15, American Hotel.

Delta Upsilon, 12:15 p. m., American Hotel.

Scottish Rite Club, 12 noon, American Annex.

Cosmopolitan Club, 12:15 p. m., American Annex.

Cats Meow, 12:30 p. m., American Annex.

Bell Telephone Company, 12:15 p. m., American Annex.

Electrical Board of Trade, noon, Hotel Statler.

Advertising Club, noon, Hotel Statler.

Auto Accessory Credit Men, 12:15 p. m., Hotel Claridge.

Kappa Sigma Fraternity, noon, City Club.

United Jewish Campaign, noon, Hotel Statler.

Community Fund, noon, Hotel Statler.

St. Louis Credit Men, Paint and Varnish, 12:15 p. m., American Hotel.

St. Louis Credit Men, Drugs and Chemicals, 12:15 p. m., American Hotel.

Paper Credit Men, 12:15 p. m., American Hotel.

#### Wednesday, October 27

Municipal Theatre Association, 12 noon, American Hotel.

Lions Club, 12:15 p. m., American Annex.

X Club, 12:30 p. m., American Annex.

Kappa Alpha Fraternity, noon, St. Louis Lunch Room.

Col. Holman Club, noon, American Annex.

Co-operative Club, noon, Hotel Statler.

Wholesale Grocers, 12:30 p. m., American Hotel.

American Business Club, 12 noon, Hotel Mayfair.

Bell Telephone Co., 12:30 p. m., American Hotel.

*Continues on page 32*



# Calendar of Events

Notice of meetings and events will be published without charge in this department. Copy should reach us ten days before publication date.

## Saturday, October 23

Horse Races, Fairmount Jockey Club, Collinsville, Ill.  
Story Hour for Children, Art Museum, 2:30 p. m., subject: "A Persian Soldier."  
Central States Pediatric Society Convention, Hotel Chase.  
Jobbers and Dealers Radio Convention, Marquette Hotel.  
Radio Exposition, Coliseum.  
Louis P. Peterson Bowling Tournament, Delmar Recreation Hall, Headquarters, Marquette Hotel.  
Stories for Children, 10:30 a. m., Art Museum, subject: "Chinese Puppets."  
Perfection Chapter DeMolay, 7 p. m., American Annex.  
Football: Boston vs. St. Louis University.

## Sunday, October 24

Daughters of Israel, dance, Hotel Chase.  
United Jewish Campaign, dinner, Hotel Statler.  
Central States Pediatric Society, Hotel Chase.  
Louis P. Peterson Bowling Tournament, Delmar Recreation Hall, Headquarters, Marquette Hotel.

## Monday, October 25

Horse Races, Fairmount Jockey Club, Collinsville, Ill.  
Undertakers Association Meeting, 8 p. m., American Annex.  
St. Louis Poultry Club, dinner, 6:30 p. m., American Annex.  
Credit Men, dinner, 6 p. m., Hotel Mayfair.  
Merchants & Manufacturers Association, dinner, Hotel Statler.  
Central States Pediatric Society, Hotel Chase.  
Missouri State Nurses Association and Institute, Hotel Chase.  
Associated Clothiers of Southern Illinois, Hotel Chase.

## Tuesday, October 26

Horse Races, Fairmount Jockey Club, Collinsville, Ill.  
Museum Hour for Adults, Art Museum, 11 a. m., subject: "The Art of Assyria."  
Junior Advertising Club, dinner, 6:45 p. m., American Hotel.  
National Association of Cost Accountants, dinner, 6:30 p. m., American Annex.  
Credit Men, dinner, 6 p. m., Hotel Mayfair.  
Dedication Masonic Temple, 2 p. m., Lindell west of Grand boulevard.  
Missouri State Nurses Association and Institute, Hotel Chase.  
Grand Lodge, A. F. & A. M., Hotel Coronado.  
Associated Clothiers of Southern Illinois, Hotel Chase.

## Wednesday, October 27

City Plan Commission, dinner, 6 p. m., American Hotel.  
Missouri State Nurses Association and Institute, Hotel Chase.

## Thursday, October 28

Linen and Towel Service Association, dinner, 6:30 p. m., American Hotel.  
American Legion Auxiliary, 6:30 p. m., American Annex.  
Commercial Alumni Association, 7 p. m., American Annex.  
Boy Scouts Merit Badge Exhibition, Coliseum.

## Friday, October 29

Museum Hour for Adults, Art Museum, 10 p. m., subject: "The Art of Assyria."  
Supper Club, 5:45 p. m., American Annex.  
Missouri Pacific St. Louis Chess Club, 7 p. m., American Annex.  
Boy Scout Merit Badge Exhibition, Coliseum.

## Saturday, October 30

Football game: Washington U. vs. Oklahoma. Francis Field.  
Football game: Rolla vs. St. Louis University.  
Story Hour for Children, Art Museum, 2:30 p. m., subject: "How Pottery is Made."  
Stories for Children, Art Museum, 10:30 a. m., Subject: "A Japanese Tea Party."  
Boy Scouts Merit Badge Exhibition, Coliseum.

## At the Art Museum

From October 16 to November 15—Special exhibit of Tibetan Banner paintings, collected by the Roerich Art Expedition to Tibet.

## C. & E. I. Excursion

The C. & E. I. Railroad has announced a \$5 round trip excursion, with a two-day limit, to Chicago for October 22 and 23.

## Guides at Union Market

On Friday of each week, guides will be furnished visitors who desire to see the modern heating and refrigerating system of the new Union Market. Application for guides should be made to the Market Master on the Mezzanine floor.



# BY ALL MEANS

—See Shaw's Garden

*[ At the present rate of its development it will soon surpass the famous gardens at Kew ]*

Famed throughout the world for its botanical species and beautiful floral displays, Shaw's Garden ranks second only to the famous Kew Gardens in England and contains the largest collection of plant life in America. The Garden embraces about 75 acres and contains more than 11,000 species of plants from all parts of the globe.

The Garden with its rare floral beauties was bequeathed to public use by the will of Henry Shaw who died in 1889, and is maintained under the supervision of a board of trustees. Its orchid collection is the finest on the American continent. The Medicinal Garden, including seventy-two families and more than two hundred species of plants mentioned in the pharmacopæia, is as nearly as possible a replica of the Chelsea Physic Garden planned by John Hays in 1753.

The orchid and chrysanthemum shows have established national repu-

tations for the gorgeousness and rarity of their blooms and the beauty and method of display.



*View of Formal Gardens*

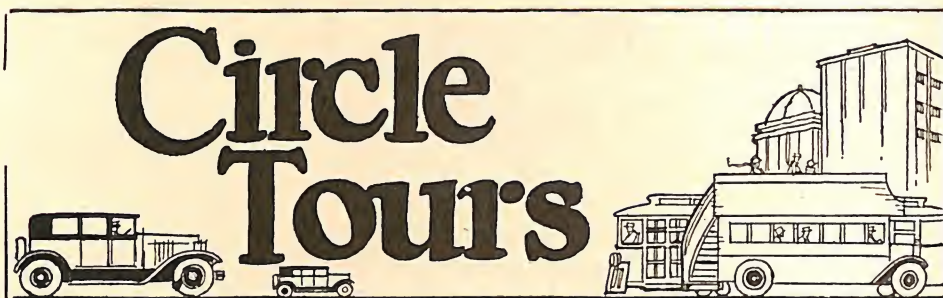
Laboratory and lecture rooms of a School of Botany conducted in the Garden combine the features of a pleasure ground with those of an institution of scientific research. There is now in process of development a 1500 acre tract of land outside the city limits which is to be devoted to the propagation of plants, trees, and shrubs designed for showing at the city gardens, thus avoiding the existing difficulties of growing plants in city atmosphere. With the development of this new addition, the Missouri Garden is expected to surpass even the famous garden at Kew in a short time.

The Garden is open daily from 8 a. m. to one-half hour after sunset and Sundays from 2 p. m. until sunset. Admission is free. Entrance at Flora Place and Tower Grove avenue. Bus No. 12 or Vandalia car.



*Rare Exotic Plants*

# Circle Tours



## Tour No. 1—By Bus

*Time: Two and one-half hours, not including intervals at stop-over points. By leaving the starting point at 10:30 a. m. and stopping fifteen minutes at Compton Hill Park and forty-five minutes at Shaw's Garden, one may reach the stop-over point for Forest Park at noon. Bus fare: From 30 cents to 75 cents, depending on the number of stops.*

**B**OARD southbound bus No. 12 on the southwest corner of Fourth and Washington, passing on Fourth street: the new Federal Reserve Bank Building, right, at Locust; the City's historic old Court House, built in 1839, the scene of many a slave sale in the Civil War days and the starting point for the Lewis and Clark expedition, right between Chestnut and Market; commercial district devoted to manufacturing plants and warehouses, small shops operated for the most part by the city's foreign population.

The bus turns into Broadway. Between Papin and Gratiot, it passes under the west approach of the Free Bridge, the largest double decked steel span bridge in the world.

Proceeding west on Russell, it passes through one of the oldest residential districts on the South Side; McKinley Junior High School, left, at Missouri. In the 3100 block, the route cuts through Hawthorne and Longfellow, two of the wealthiest residential boulevards in the South Side. On the right at

Grand boulevard is the Compton Hill Reservoir and Park. Points of interest: Statue of Naked Truth, northwest corner; Missouri Pacific Hospital west side; Third Church of Christ Scientist, south side.

The bus proceeds westward on Russell to Shaw to Tower Grove avenue (4300) where stop is made for Missouri Botanical Gardens (Shaw's Garden). The entrance to the Garden is three blocks south (left) at Flora boulevard.

Continue west on same bus line. Transfer to northbound bus No. 5 at Kingshighway. Points of interest along Kingshighway: district of manufacturing plants, foundries, and warehouses; Kingshighway Viaduct; at Oakland avenue, looking left, the new \$500,000 high school of St. Louis University and past it the site of the St. Louis University stadium; in the distance on the same street a glimpse of Forest Park Highlands; on the right the Central Institute for the



Barnes Hospital





*The Scottish Rite Cathedral*

Deaf; the Shrine Hospital for Crippled Children, right at Clayton.

Here one swings into the greatest group of hospitals in the world. On right, as Kingshighway turns west are Barnes Hospitals, including new Maternity Hospital, Washington University Clinics and laboratories, the Childrens Hospitals and the Nurses' Home; on right at Park-view place, the new Jewish Hospital. Right at West Pine, the Buckingham Hotel.

At Lindell transfer to westbound bus No. 3 at northeast corner. Kingshighway at this section is one of the fashionable thoroughfares of the West End. Here is the main entrance to Forest Park with Shelter House and Blair Monument; Hotel Chase on northeast corner. Bus No. 3 passes on right group of homes occupied by some of the wealthy and aristocratic families of St. Louis. Bus turns on Union passing the Gatesworth Hotel, the new Congress and Senate Apartments, then turns west on Waterman to DeBaliviere where a stop may be made for luncheon and a trip through Forest Park. Left, at the south end of DeBaliviere stands the Jefferson Memorial, open

daily to visitors. A park bus may be secured in front of the Memorial for an interesting tour of Forest Park (See "Parks and Pleasure Resorts.").

The main tour is resumed at Waterman and DeBaliviere on a westbound bus No. 3 through a residential district to the end of the line, passing on Skinker, Washington University, St. Louis School of Fine Arts, and the United Hebrew Temple on the right. On the return trip the route is retraced to Kingshighway and Lindell. Down Lindell, left, the New Cathedral (Catholic), Rosati-Kain High School, Moolah (Shrine) Temple, the Columbian Club, St. Louis Medical Society Building, the Travellers Protective Association, the Coronado Hotel, the Masonic Temple, the Scottish Rite Cathedral, and the Melbourne Hotel. On right near Grand, the St. Louis University High School and Auditorium, and the St. Francis Xavier Church.

The route cuts into Locust street into the automobile district. It passes the rear of the Coliseum, left, at Jefferson, the Claridge Hotel, right, at Eighteenth; the new Y. M. C. A. Building, right, at Sixteenth; Warwick Hotel, right, at Fifteenth; Y. W. C. A., left, near Fourteenth;



*In the Forest Park Bear Pits*

YOUR VISIT HERE IS NOT COMPLETE UNTIL YOU'VE ENJOYED THE  
ITALIAN CUISINE OF

**JOE GARAVELLI'S**  
**FAMOUS RESTAURANT**

DEBALIVIERE AND DEGIVERVILLE AVENUES

rear of Public Library, right, at Fourteenth; Christ Church Cathedral right, at Thirteenth; Jefferson Hotel, left, at Twelfth. From here the bus turns into Washington avenue to proceed east, passing the Statler Hotel at Ninth, through the retail district to Eads Bridge.

#### Tour No. 2—By Street Car

*Time: About 2 hours, not including stop-overs. Fare: From 26 to 33 cents.*

**B**OARD westbound Olive-University car on Olive street. Right, at Thirteenth, the St. Louis Public Library. Olive street from Twelfth to Channing (3400) is to be widened to 100 feet, making it one of the greatest streets in the country. At Kingshighway, 5000 west, right, is a remarkable architectural group including the Second Baptist Church, Temple Israel, St. John's M. E. Church, Tuscan Lodge, and the First Church of Christ Scientist. At DeBaliviere, leave car and walk south to Jefferson Memorial, open to visitors at all times. Take Park Department bus

in front of Memorial to Art Museum. From Museum walk to the Zoo. Return via same route.

#### To Jefferson Barracks—By Street Car

*Time: Two hours round trip, not including time spent at Barracks.*

**B**OARD southbound Broadway car. Transfer at end of line to Barracks car. Return same route.

#### To Chain of Rocks—By Street Car

**B**OARD northbound Broadway car. Change at Baden to Municipal line. Return same route. See "Parks and Pleasure Resorts."

#### Short Tours by Bus

*Time: About 1½ hours each.*

**B**OARD westbound bus No. 1 on Washington avenue downtown. Make round trip. Board westbound bus No. 3 on Washington avenue downtown. Make round trip.

### PROGRAM MISSOURI STATE NURSES' ASSOCIATION

*Continued from page 9*

"The Maternity and Infancy Act—National and State Accomplishments," Miss Pearl McIvor, director Public Health Nursing, Department of Child Hygiene, Missouri State Board of Health

"Child Welfare in the Ozarks," Miss Elizabeth Simon, County Public Health Nurse, Carter County, Missouri

12:15 p. m. Special Luncheon for League of Nursing Education, and Sections on Public Health and Private Duty

2:00 p. m. Opening Session: Private Duty Section

"Newer Phases of Medical Nursing," Miss Ellen Christenson, instructor, Lutheran Hospital School of Nursing, Kansas City, Missouri

"The Private Duty Nurse and Communicable Disease," Curtis H. Lohr, M. D., superintendent, Isolation Hospital, St. Louis, Missouri

Discussion, Miss Isabelle Neal, Private Duty Nurse, St. Louis, Missouri

7:00 p. m. Banquet, Hotel Chase. Hostess: District No. 3, Mrs. Ruth Vornbrock, presiding

Address: "Idealism in Professions," Miss Georgina Lommen, director Training School, State Teachers College, Moorehead, Minnesota

#### Wednesday, October 27

8:00 a. m. Organization and Programs of Public Health Nursing

"Organization Problems," Miss Fox

9:00 a. m. Newer Methods of Teaching

"How to Guide and Assist Students," Miss Lommen

Round Tables

State Board Nurse Examiners, Miss Jannett Flanagan, secretary, presiding  
Public Health Section

Parkview 1600-1-2-3

VISIT OUR CHOCOLATE SHOP

**DORR & ZELLER CATERING CO.**

*Weddings, Receptions and Teas Supplied on Short Notice*

DeBALIVIERE AND WATERMAN AVES.

SAINT LOUIS



"Newer Requirements for Public Health Nursing," Miss Rose M. Ehrenfeld, assistant to director, Public Health Nursing Service, Midwestern Branch, American Red Cross, presiding

#### Private Duty Section

Miss Amelia Hageman, chairman, presiding  
League of Nursing Education

"How Can We Stimulate Better Scholarship,"  
Miss Grace G. Grey, Principal School of  
Nursing, Jewish Hospital of St. Louis

12:15 p. m. Red Cross Luncheon

1:30 p. m. Closing Business Session State  
Nurses' Association

2:30 p. m. Missouri Catholic Guild for Nurses  
Mary R. Dorias, presiding

Some Understressed Requisites of the Nurse  
at Work:

(1) "Personality." Sister M. Giles, superintendent of nurses, St. Joseph's Hospital, Kansas City, Missouri

(2) "Health." Major Percy J. Carroll, M.C., U.S. Army, professor of Military Hygiene, St. Louis University School of Medicine

(3) "Conservation of Professional Ideals." Henry A. Hassett, M.D., surgeon, Mullanphy Hospital, St. Louis

3:00 p. m. Closing Business Session, State  
League of Nursing Education

4:00 p. m. Automobile Ride and Tea—Koch  
Hospital. Hostesses: Miss Cora V.  
Nifer and Miss Janet Bond

#### Thursday, October 28

8:00 a. m. Organization and Programs of  
Public Health Nursing

"Program Making," Miss Fox

Newer Methods of Teaching

Lecture: "How to Socialize Study," Miss  
Lommen

How Anatomy and Physiology Can Be  
Be Made Vitally Interesting

Miss Gene Harrison, instructor, Washington  
University School of Nursing

2:00 p. m. Hygiene and Bacteriology

"Teaching Personal Hygiene, Physical Examinations, Use of Health Records and Health Habit Cards," Miss Jessie Davis, instructor, St. Luke's Hospital School of Nursing

"Bacteriology and Public Sanitation," Dr. Kenneth Burdon, instructor in Bacteriology and Public Health, Washington University School of Medicine

2:00 p. m. The Selection and Use of Health  
Material for the School Nurse

Dr. Barnett Wyllie, supervisor of Health  
Education, St. Louis Public Schools

The Mental and Physical Development of  
the Normal Infant and Pre-School Child

Dr. Hugh McCulloch, associate in Clinical  
Pediatrics and assistant Dean, Washington  
University School of Medicine

4:00 p. m. Tea

8:00 p. m. Private Duty Nurses

"Hourly Nursing," Mrs. F. W. Shroder,  
Hourly Nurse, St. Louis

"Practical Aspects of Vaccine and Serum  
Therapy," H. P. Durbin, M.D., assistant  
professor of Bacteriology and Im-  
munity, St. Louis University School of  
Medicine

#### Friday, October 29

8:00 a. m. Organization and Programs of  
Public Health Nursing

"The Nurse and the Doctor," Miss Fox

9:00 a. m. Newer Methods in Teaching

"How to Conduct Reviews," Miss Lommen

10:30 a. m. A Class in Principles and Tech-  
nique of Nursing

Miss Carrie Benham, instructor, Washing-  
ton University School of Nursing

11:45 a. m. How Shall Students Be Governed?  
Miss Mary Dawson, St. Luke's Hospital  
School of Nursing, St. Louis

11:45 a. m. Principles of Teaching Applied  
to the Instruction of Public Health  
Nursing Groups; Mothers and Child-  
ren, Miss Lommen

2:00 p. m. Communicable Disease

"Methods of Teaching" (demonstrated with  
a class), Miss Irene C. Walsh, instructor  
in Practical Nursing, Jewish Hospital  
School of Nursing, St. Louis

"Importance of Knowledge of Preventive  
Measures in Public Health Nursing"—

"From the Aspect of the Public Health  
Nurse," Miss Emilie G. Robson, director,  
Visiting Nurse Association, St. Louis

2:00 p. m. The New Hygiene Curriculum in  
St. Louis Public Schools

Dr. Barnett Wyllie

3:00 p. m. The Mental and Physical De-  
velopment of the Normal Infant and Pre-  
School Child

Dr. Hugh McCulloch

4:00 p. m. Tea

#### Saturday, October 30

8:00 a. m. Organization and Programs of  
Public Health Nursing

"National and State Plans of Public Health  
Nursing," Miss Fox

9:00 a. m. Newer Methods of Teaching

"Group Organizations for Projects," Miss  
Lommen

10:30 a. m. Teaching Psychology in Schools  
of Nursing

Miss Chloe M. Stewart, educational director,  
City Hospital School of Nursing

"The Use of Intelligence Tests in Schools of  
Nursing," Miss Helen Farnsworth, Junior  
College, Kansas City, Missouri

"Observation in the Use of Intelligence  
Tests," Miss Marguerite B. Johnson,  
psychologist, Board of Education, St.  
Louis

10:30 a. m. The Public Health Nurse and  
Her Relation to the County Health  
Officers

James Stewart, M.D., Missouri State Health  
Commissioner

2:00 p. m. Excursions



# Downtown Map and Buyer's Guide

Business houses and organizations listed on this page may be located on the map by means of a key number. For example: The St. Louis Convention, Publicity and Tourist Bureau, located on Sixth street just south of Olive is given the map number 50-W, thus indicating that The Entrance is on the west side of block 50.

## Adding Machines

Sundstrand Adding Machine—80-S

## Billiards and Bowling

Rogers Recreation Co.—92-N  
Chas. E. Peterson—60-W

## Book Shops

Doubleday Page Book Shop—80-E

## Cleaners

Pine Hat Cleaning Co.—50-S

## Clubs and Associations

City Club—99-N  
Missouri Athletic Assn.—36-S  
Old Colony Club—119-E  
Town Club—110-N  
Y. W. C. A.—134-S  
Y. M. C. A.—146-N

## Coats and Suits—Wholesale

Zeiser and Kling—113-S

## Convention Reporters

Expert Reporting Co.—110-E

## Costumes

St. Louis Costume Co.—53-E

## Drug Stores

A. B. Eberlein Drug Store—110-N

## Gifts, Cards and Novelties

Mary Lane Shop—71-W

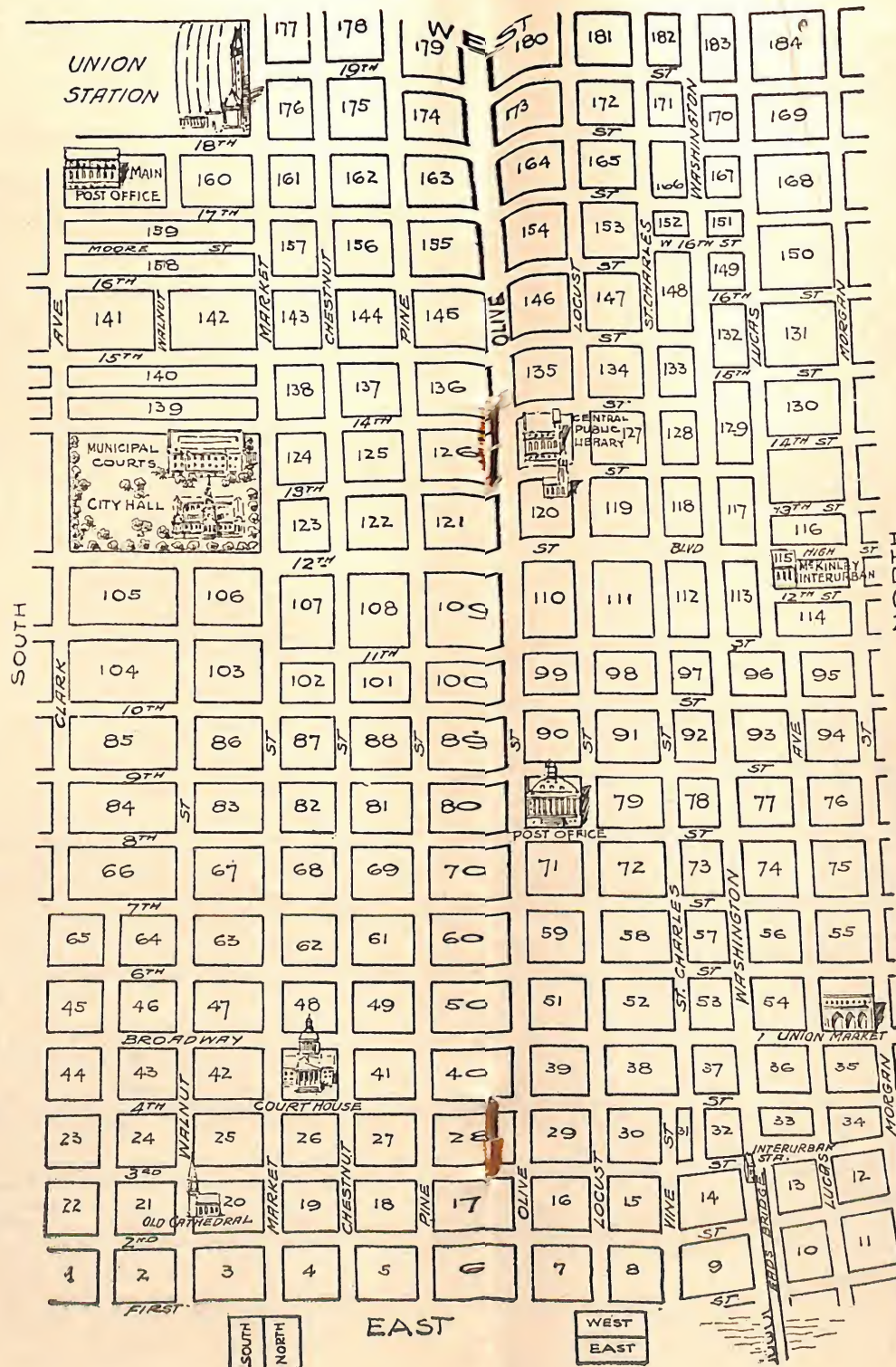
## Hardware

Geller, Ward and Hasner—30-W

## Hotels

American—62-W  
American Annex—47-W  
Belcher—35-S  
Brevort—41-N  
Claridge—173-E  
Jefferson—119-E  
Laclede—48-N  
Majestic—101-W  
Marion Roe—49-N  
Marquette—166-N  
Maryland—89-E  
Mayfair—79-E  
Missouri—99-N  
Statler—78-N  
Terminal—Union Station  
Warwick—135-N  
Woodbine Annex—49-S

For Picnics, Parties, Outings  
RENT GREEN BUSES



## Insurance

E. G. Squires—110-E  
Geo. W. Taylor—71-E

## Investments

T. H. Forrester & Co.—71-S

## Jewelry

Schwartzman Jewelry Co.—50-W

## Men's Furnishings

Hips Fashion Shop—70-S

## Optometrist

Oliver Abel—51-W

## Paper

Mack-Elliot Paper Co.—30-E

## Photographers

W. C. Persons Commercial Photographer—80-N  
Sievers Commercial Photographer—107-W  
A. W. Sanders, Commercial Photographer—134-S

## Photoplay Theatres

Ambassador—72-E  
Capitol—62-E  
Loew's State—74-S

## Publicity and Advertising

Hageman Publicity Agency—8-S

## Restaurants

Gluck's Restaurant—77-S  
Acme Restaurant—50-E  
C. C. C. Cafeteria—50-W  
Arco Cafeteria—52-E  
Benish—71-W

## River Excursion Boats

Streckfus Steamboat Co.—9-E

## Sea Food

Meletio Sea Food Co.—Union Market

## Theatres

American—62-S  
Gayety Theatre—134-S  
Orpheum—79-W  
Capitol—62-E

## Transportation

Illinois Traction System—115-W  
C & E I—39-N  
Purple Swan—36-W

## Typewriters

L. C. Smith & Corona Typewriter Co.—110-N

## Typographers

Thom-Paul Monotype Co.—16-W



If the map can't help you call the Service Bureau  
GARfield 1023

1st Yellow Page—Phone Book  
See Map—Green Bus Routes



## Mid-City Map and Buyer's Guide

Business houses and organizations listed on this page may be located on the map by means of a key number. For example: the number and letter, 239-S, following a name, indicates that *The Entrance* is located on the south side of block 239.

### Hotels

Blue Grass—241-N  
Lindell Plaza—271-N  
Melbourne—217-S  
New Plaza—199-S  
Empress Rialto Hotel—211-N

### Photoplay Theatres

Grand Central—Grand and Lucas  
Missouri—Grand and Lucas

### Restaurants

Canton Tea Garden—210-N

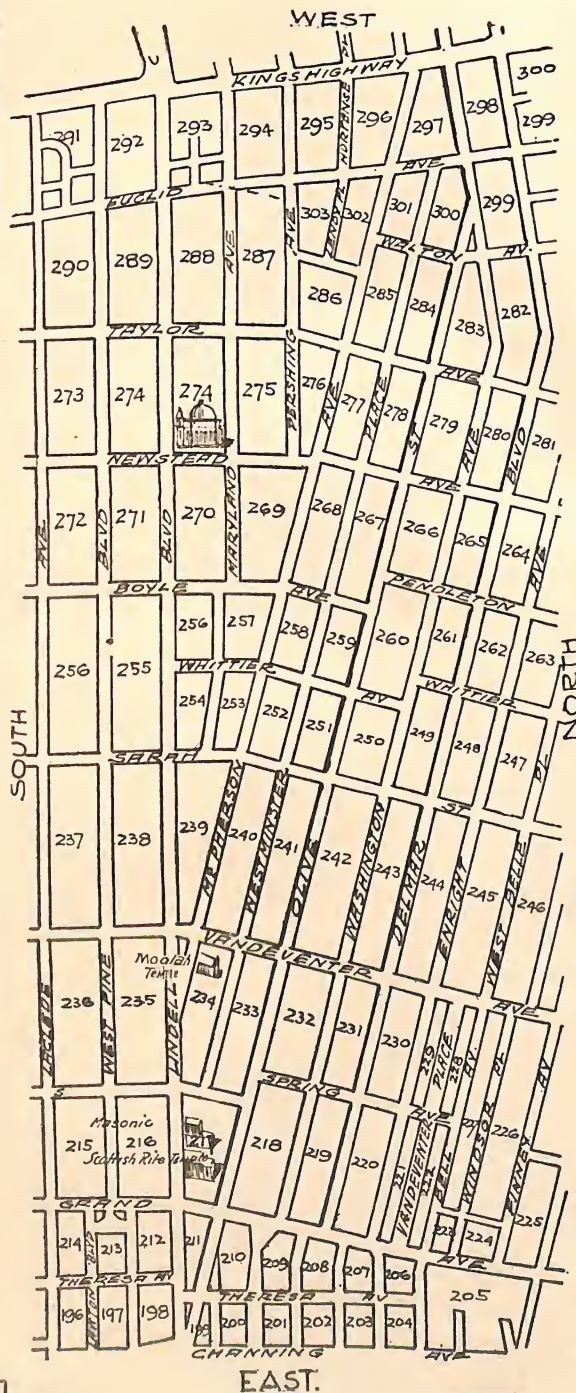
### Theatres

Empress Theatre—217-N  
Shubert-Rialto—211-W

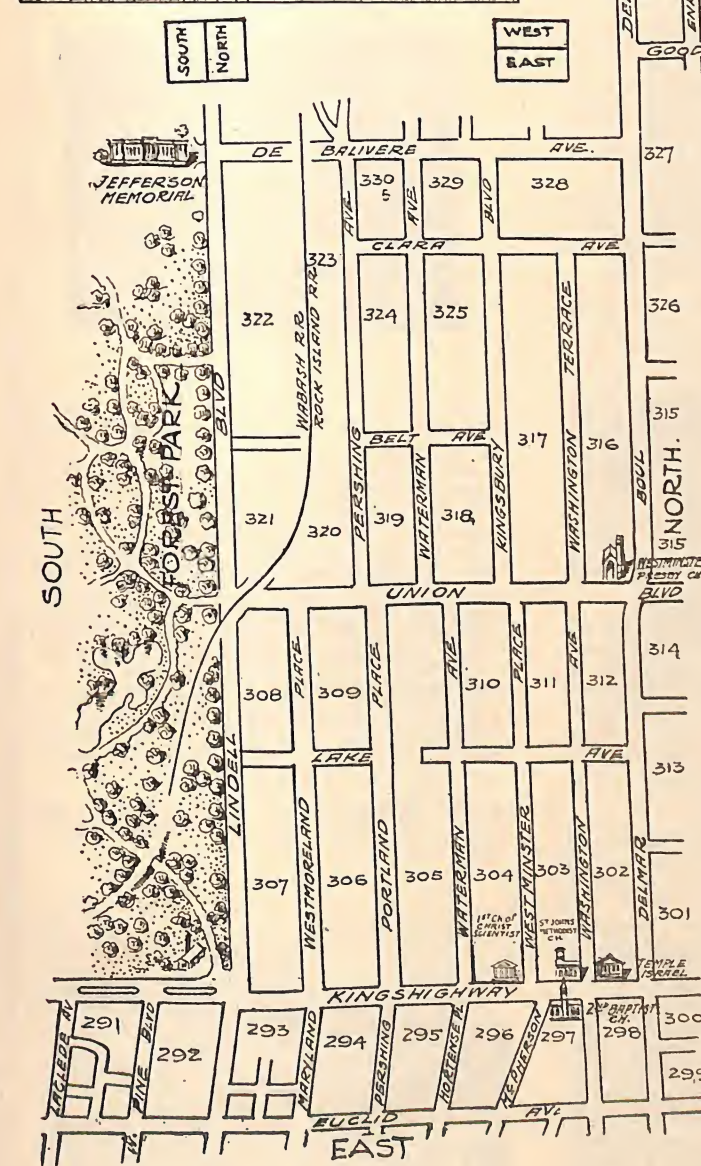
### LIST YOUR BUSINESS ON THESE MAPS

Rates on Application

Entertain Your Visitors  
Take the GREEN BUS



## West End Map and Buyer's Guide



### Antiques

The Lighted Lamp—327-S

### Artist—Photographer

S. Ashen-Brenner—293-B-N

### Associations

Y. M. H. A.—314-W  
Y. W. H. A.—314-W

### China—Glassware—Gifts

Cartons—293-B-N

### Gowns—Hats—Wraps

Josephine Scullen—293-B-N  
Les Quatres Saisons—304-S  
Suzanne, Inc.—293-B-N

### Gowns—Sport Apparel

Peck Gowns, Inc.—304-E

### Home Furnishings

The Chintz Shop—293-B-N

### Hotels

Bristol—323-N  
Buckingham—292-W  
Buckingham Annex—291-W  
Chase—293-W  
Fairmont—294-S  
Forest Park—291-N  
Gatesworth—320-E  
Hamilton—335-W  
Washington—298-W  
Woodbine—302-N

### Photoplay Theatres

West End Lyric—299-S

### Restaurants

Dorr and Zeller Catering Co.  
401 DeBaliviere  
Joe Garavelli's—DeBaliviere  
and DeGiverville

### Tea Rooms

Lucy Hall—293-B-N

Business houses and organizations listed on this page may be located on the map by means of a key number. For example: the number and letter, 318-E, following a name indicates that *The Entrance* is located on the east side of block 318.

A Seat for Everyone  
Take the Green Bus



# Have you seen ——— ?

**ARCADE BUILDING:** Largest arcade building in the world. Eighth and Olive streets. No. 80-N Downtown Map.

**ARSENAL:** South St. Louis on Arsenal street and the river front. Take Broadway car to Arsenal Street, walk two blocks east to river; or bus No. 19 to Arsenal street, walk four blocks east.

**ARTISTS GUILD:** Special and general exhibits of art work of all kinds. Union car. Bus No. 1 or 6 to Union boulevard, walk north one block.

C



*Art Museum from Park Drive*

**ART MUSEUM:** Built during the World's Fair as a permanent building, and contains a comprehensive collection of the works of the great artists of the world. Casts, bronzes, and marbles, perhaps the best in existence, form one of its most beautiful and interesting collections. Free to the public 10 a. m. to 5 p. m. including Sunday. Market, Olive-University, or Union cars to Forest Park. Bus No. 3 or 18 to Forest Park.

**BARNES HOSPITAL:** Kingshighway and Euclid avenue. Group of buildings costing \$3,000,000. Take any Bus going west, transfer to bus No. 5.

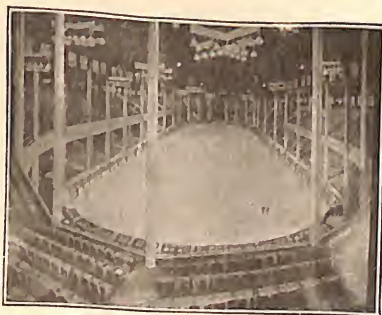
**BEVO PLANT:** Broadway and Pestalozzi street. Where Bevo is bottled. Property of Anheuser-Busch Brewery Co. Broadway car or Broadway bus No. 19.

**CITY CLUB:** Eleventh and Locust streets, No. 99-N Downtown Map. Contains lounge, dining rooms, card rooms, auditorium, and meeting halls. Hodiament or Olive car.

**CITY HALL AND MUNICIPAL COURTS BLDG.:** Market between 12th and 14th streets. See Downtown Map. Several years were spent in completing these fine buildings. Contain many fine paintings. Laclede, Market, or Manchester cars.

**CHAMBER OF COMMERCE:** Broadway and Locust street. No. 52-S Downtown Map. Third largest Chamber of Commerce in the United States. Visitors always welcome. Broadway or Hodiament cars.

**CONVENTION, PUBLICITY, AND TOURIST BUREAU:** 507 Commercial Bldg. No. 50-W Downtown Map. Completely equipped for handling of conventions and tourists. St. Louis is the logical convention city of the United States. Olive cars.



*Coliseum Arena*

**COLISEUM:** The Coliseum is built of concrete, steel and glass, and is entirely fire-proof. The building fronts 320 feet on Jefferson avenue, 211 feet on Washington avenue, and 164 feet on Locust street. The acoustic qualities are perfect. Grand opera and The Miracle have been given successfully in this auditorium. During the summer it is converted into the largest indoor salt water swimming pool in the world—equipped with large chemical plant for purifying the water. Jefferson, Page, or Olive cars. Bus No. 1, 3, 4, 7, 8, 11, or 18 direct

**CUPPLES BLOCK:** From Broadway to Eleventh street, running south from Spruce street. Largest shipping station in the world. Belt, Lee, Natural Bridge or Broadway cars. Bus No. 19 or 12

**CUSTOMS HOUSE:** Between Olive and Locust streets, and Eighth and Ninth streets. See Downtown Map.



*Municipal Dock*



# LEADING ST. LOUIS HOTELS

Members, Hotel Association of St. Louis



**AMERICAN HOTEL**  
The Auto Tourists' Hotel  
Seventh and Market streets  
E. BERKLEY MARTIN, Manager  
275 Rooms—275 Baths  
A Room and a Bath for Two and a Half



**ANNEX HOTEL**  
E. BERKLEY MARTIN, Manager  
226 Rooms, Each with Bath  
Sixth and Market streets  
Close to Everything



**HOTEL CHASE**  
Lindell and Kingshighway boulevards  
at the gate of Forest Park  
GEORGE T. THOMPSON, Vice-President, and  
FREDERIC C. SKILLMAN, Vice-President  
Managing Directors



**HOTEL CLARIDGE**  
18th and Locust  
Three short blocks from Union Station.  
350 Rooms. Absolutely Fireproof. Tub and  
Shower Bath, Circulating Ice Water and Free  
Electric Fan in Every Room. Rates from \$2.50  
to \$5 per day. Table D'Hôte Luncheon 50c to  
75c. Dinners \$1.25. Special Sunday Dinners  
\$1.25. A la Carte and Cafeteria Service.



**FOREST PARK APARTMENT HOTEL**  
J. E. ASTON, Mgr.  
West Pine, Euclid and North Court  
350 Rooms Delmar 5800  
The Best in Residential Hotel Accommodations  
A City by Itself



**GATESWORTH HOTEL**  
245 Union boulevard  
A. D. GATES, Mgr.

# LEADING ST. LOUIS HOTELS

Members, Hotel Association of St. Louis



**HAMILTON HOTEL**  
Hamilton and Maple avenues  
180 Rooms  
H. D. CARR



**THE JEFFERSON HOTEL**  
LYMAN T. HAY, President  
Twelfth bl'd. bet. Locust and St. Charles  
400 Rooms  
Garage Service Adjacent to Hotel



**THE MARQUETTE**  
18th street and Washington avenue  
A Refined Hotel for Your Mother, Wife and Sister  
Rates \$2 Up  
Four Short Blocks from Union Station



**MAJESTIC HOTEL**  
OSCAR W. OLSON, Proprietor  
Eleventh and Pine streets  
Every Room with Private Bath or Shower  
"Comfort without Extravagance"  
Rates, \$2 and Up 200 Rooms—200 Baths



**MARYLAND HOTEL**  
Ninth and Pine streets  
Absolutely Fireproof—Popular Price—European  
JAMES H. McTAGUE, President  
EDWARD W. DUNN, Manager



**LINDELL PLAZA HOTEL**  
4300 Lindell  
MRS. SERENA ALEXANDER, Mgr.



# LEADING ST. LOUIS HOTELS

Members, Hotel Association of St. Louis



**THE MAYFAIR HOTEL**  
 Eighth and St. Charles streets  
 "In the center of things"  
 400 Rooms — 400 Baths — Rates from \$3  
 CHARLES HEISS, Manager



**HOTEL MISSOURI**  
 Eleventh and Locust streets  
 200 Rooms  
 CHARLES C. GILLEN, Mgr.



**MELBOURNE HOTEL**  
 Grand avenue and Lindell boulevard  
 Lindell 6980 W. J. WALTON, Mgr.  
 Pivot Point in St. Louis. 15 Minutes from  
 Anywhere. 7 Minutes from Union Station.



**WASHINGTON HOTEL**  
 Kingshighway and Washington  
 200 Rooms  
 E. RESLOE, Mgr.



**STATLER HOTEL**  
 Ninth and Washington and St. Charles  
 C. S. ABELL, Mgr.  
 650 Rooms—650 Baths  
 Running Ice Water in Each Room  
 In the Heart of the Shopping District



**WOODBINE HOTEL ANNEX**  
 N. W. Cor. Broadway and Chestnut  
 150 Rooms with Bath  
 Rates with Bath, \$1.50 up  
 Owned and Operated by the O'Brien Bros.  
 James A. and Francis S.



*The New Cathedral*

**DOCKS:** The Municipal Dock at the foot of North Market street is a reinforced concrete structure, 890 feet long and 36½ feet wide. Two frame warehouses cover 32,000 and 17,560 square feet, respectively. The total cost of the dock and warehouses was \$622,000. The dock has railroad connections with the Burlington and Terminal Railroads. The equipment consists of one 15-ton and one 30-ton locomotive crane, two new gantry cranes, one gravity conveyor, and one motor-driven conveyor. Northbound Broadway car to North Market, walk three blocks east. Bus No. 15, walk two blocks east.

**FREE BRIDGE:** The largest of its type in the world. It is two miles long and is double decked and constructed of steel. The west highway approach terminates at Seventh street, between Papin and Gratiot streets. Cass, Broadway, Fourth, Lee, or Natural Bridge cars. Bus No. 19 or 12.

**MERCANTILE LIBRARY:** Broadway and Locust street. No. 51-N Downtown Map. Founded in 1845. In 1887 at a cost of \$400,000 the building now occupied was erected. The library contains 140,000 volumes. It has a large membership and is one of the wealthiest organizations of its kind. A delivery service is included in the membership fee. Hodiamont, Broadway, or Lee cars. Bus No. 11 or 12.

**NEW CATHEDRAL (Catholic):** Lindell boulevard and Newstead avenue. No. 274 Mid-City Map. Largest and most magnificent church in the United States. Cost \$3,250,000. Main altars cost \$100,000 each and organ cost \$50,000. Olive Maryland car. Bus No. 3 or 18 direct

**NATIONAL STOCK YARDS:** East St. Louis, Ill. Largest horse and mule market in the world. Twenty minutes from Eads Bridge (Washington avenue and Third street). Stock Yards car.

**NEW POST OFFICE:** Eighteenth street opposite Union Station. See Downtown Map. Laclede, Market, Manchester, Compton cars.

**PUBLIC LIBRARY:** Thirteenth to Fourteenth streets between Olive and Locust streets. See Downtown Map. Erected at a cost of \$1,000,000. Sunken gardens on Locust street side. Smaller branch libraries are located in various sections throughout the city. Olive cars. Bus No. 3 or 18.

**PUBLIC SCHOOL MUSEUM:** The marvel of the educators of the world. Only institution of its kind in existence. 3640 North Market street. Grand car. Bus No. 4 or 7.

**SHRINE HOSPITAL FOR CRIPPLED CHILDREN:** 700 South Kingshighway. One hundred beds and a waiting list of more than three hundred. In one year 269 children were discharged as cured. Base hospital for series of twelve throughout the United States.

**TOWN CLUB:** 1120 Locust street. 110-N Downtown Map. A woman's club whose membership embraces the professional, business, political and club woman as well as the homemaker. Building contains lounge, dining rooms, rest rooms, auditorium, swimming pool and shops. Financed entirely by members of the club. Hodiamont or Olive cars.

**UNION STATION:** Eighteenth and Market streets. See Downtown Map. Terminus of 26 railroads. One of the largest railroad stations in the world, covering an area of 11 acres. Market, Laclede, Compton, Park, and Belt cars.



*The Union Station*

**Y. M. C. A.:** Under construction at Sixteenth and Locust streets, at a cost of \$3,000,000. No. 146-N Downtown Map. Will contain rooms, library, rest rooms, swimming pool, cafeteria, gymnasium, dormitories, bowling alleys, pool and billiard room, hand ball courts. Olive cars to Sixteenth, walk one block north. Bus No. 3 or 18 direct





*The Masonic Temple*

**SCOTTISH RITE CATHEDRAL:** Lindell boulevard west of Grand. Block No. 217 Mid-City Map. Grand or Olive cars. Bus No. 3, 8, or 18.

**STATION KMOX (The Voice of St. Louis):** A Western Electric 5000-watt super-power broadcasting station. Owned by seventeen prominent St. Louis business concerns. Transmitting station in Kirkwood, Mo. Studios in the Hotel Mayfair, Eighth and St. Charles streets. Visitors are welcome.

**LAMBERT—ST. LOUIS FLYING FIELD:** Made famous by the International Air Races held there in October, 1923. Two hundred acres of level ground and permanent hangars. St. Charles car to Bridgeton Junction, then Bridgeton car to Field. By automobile, west on Natural Bridge road to Field.

### *Of Historical Interest*

**CHRIST CHURCH CATHEDRAL:** First Protestant Church founded west of the Mississippi River. Mother Church of the Episcopal Diocese of Missouri. Contains masterpieces of stone carving which are among the finest in America. Olive or Hodiament cars. Bus No. 3 or 18. No. 12 W Downtown Map.

**DENT HOUSE:** Where General Grant and Miss Julia Dent were married in 1848. Fourth and Cerre streets. Broadway or Fourth cars.

**EADS BRIDGE:** Washington avenue and Third street. First bridge to span the Mississippi River. Completed in 1874 after ten years work. Cost approximately \$10,100,000. Compton, Park or Page cars. Bus marked Eads Bridge.

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**GRANT LOG CABIN:** In St. Louis County on what is now known as the Busch estate. General U. S. Grant, Civil War hero and president of the United States, lived here for a number of years. Ulysses (Buck), Ellen (Nellie), and Jesse Root Grant were born in this cabin.

**CONFEDERATE MEMORIAL:** The gift of the Daughters of the Confederacy. Midway between the Lindell boulevard entrance to Forest Park and Jefferson Memorial. Bus No. 3 or 18.

**JEFFERSON MEMORIAL:** In Forest Park at the De Baliviere avenue entrance. Contains relics of the city's early history, and is headquarters for the Missouri Historical Library. A fifty-foot marble statue of Thomas Jefferson, by Carl Bitter, stands in the rotunda separating the two wings of the building. The battle flags of the Missouri troops that served in the World War present an interesting exhibit. The memorial is located on the site of the entrance to the World's Fair held here in 1904.

**MISSOURI HISTORICAL SOCIETY HEADQUARTERS:** Occupies a section of the Jefferson Memorial Building. The Society has a large collection of Missouri historical relics including the first church bell used in St. Louis in 1770. There is also a large and varied collection of original manuscripts pertaining to French and Spanish days in Missouri. Included in the collection is the original petition for the incorporation of St. Louis in 1808. Olive-University car.

**MOUNDS:** The largest Indian mound in the world is located four miles north of East



*Jefferson Memorial*





*Interior of Monkey House*

St. Louis (Ill.). It is known as the Cahokia Mound and covers nearly 17 acres. It is 104 feet high. Reached by Collinsville car from Eads Bridge at Third street and Washington avenue. About a 35-minute ride.

**OLD CATHEDRAL (Catholic):** Second and Walnut streets. No. 20-S Downtown Map. The first church built in St. Louis was located on the site on which the present structure stands, shortly after the landing of Laclede, 1764.

**JEFFERSON BARRACKS:** United States Army Post Station of Grant, Lee, Jefferson Davis, and many of the famous soldiers of America during their military careers. During the World War Jefferson Barracks was a recruiting depot and distributing center, and thousands of soldiers received their early training and were equipped at this Post for duty overseas. Band concerts held every Sunday just east of parade grounds. National cemetery and Veteran's Hospital also on reservation. Broadway car south

**OLD COURTHOUSE:** Chestnut and Market streets at Fourth street. See Downtown Map. Built in 1839 in the form of a Greek cross and after the Doric order of Architecture. Slaves were sold from the steps of the building during the Civil War. Interest centers in the dome of this old structure and visitors are well repaid for the labor of climbing the long winding stairways.

**FLORISSANT:** Quaint French settlement about fifteen miles from here through famed Florissant Valley, passing Romona Lake and Normandy Grove. Seat of Loretto Convent. At one time a larger and more important village than St. Louis. One and one-half hours' ride. Hodiament or Wellston car to Wellston Junction. Change to Kirkwood-Ferguson line.

**ST. CHARLES:** Early capitol of Missouri and site of early Spanish fort. Halting place of Lewis and Clark Expedition to Pacific in 1802. Two hours' ride. Hodiament or Wellston car to Wellston Junction, change to St. Charles car.

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## Parks and Pleasure Resorts

**BENTON PARK:** A picturesque spot at Jefferson avenue and Arsenal street. Jefferson and Natural Bridge cars.

**CARONDELET PARK:** One hundred and eighty acres of thickly wooded and beautifully rolling park land. At the end of South Grand boulevard. Bellefontaine car or bus No. 8.

**CHAIN-OF-ROCKS:** At the end of an interesting street car ride to the extreme north of St. Louis. Broadway car to Baden, change at Baden to the Municipal line. Ride requires one hour each way, but permits fine view of river front and the Municipal Water Works which has the largest rapid sand filter in the world.

**COMPTON HILL RESERVOIR AND PARK:** Grand boulevard and Lafayette avenue. The tower, park, and reservoir cover approximately 40 acres. An excellent view of the surroundings may be had from the top of the tower. Fourth, Tower Grove, or Grand cars. Bus No. 8 or 12.



*Scene in Carondelet Park*

**CREVE COEUR LAKE:** One of the largest lakes in the state. Bordered by natural park. Dancing, scenic railway, bathing, rowing, fishing, motor boating. Open cars every 20 minutes from end of Olive-Delmar line. Thirty-five minutes ride.

**FAIRGROUND PARK:** North St. Louis on Natural Bridge road and North Grand boulevard. Contains largest open air swimming pool in the world. Vandeventer, Lee, Belt, Sarah, or Natural Bridge cars. Bus No. 4 or 7.

**FOREST PARK:** (Zoo, Municipal Theatre, Art Museum, Jefferson Memorial, Bird Cage, Golf, Tennis, Boating, Soccer Fields, Baseball Diamonds, Cricket Grounds.) In West End of St. Louis, beginning at Kingshighway and Lindell boulevard. Covers 1,371 acres of beautiful woodland and winding drives. Here you will find an interesting and comprehensive zoo, the world's largest bird cage,



*Valley of the Lakes*

municipal golf links, and tennis courts that are artificially lighted making them available for use at night as well as day. Gridirons, baseball diamonds, soccer fields, bridle paths, and boats and canoes on the lagoons afford maximum opportunity for the enjoyment of out-door sports. The Art Museum, the fourth finest in the country, and the Jefferson Memorial with its statue of Thomas Jefferson, by Bitter, may also be found here.

On Art Hill stands the heroic figure of St. Louis by Niehaus, at the base of which was enacted the most impressive ceremony modern St. Louis has witnessed, when the French Legion on its visit here, dipped colors for the second time in history, honoring St. Louis as no other city in the world has been honored. Here also is located the Municipal Open Air Theatre, a description of which may be found elsewhere in the book. Market, Taylor, University - Olive, City Limits cars. Bus No. 5, 18 or 13.

**LAFAYETTE PARK:** Mississippi and Lafayette avenues. Contains trophies of the War of the Revolution. Statues of Washington and Benton. Compton, Park, Fourth, or Tower Grove cars.

**O'FALLON PARK:** A park in its primitive state, embracing 159 acres and holding a commanding situation overlooking the Mississippi River. From the observatory in the Park, one may obtain a splendid view of the surrounding country.

**TOWER GROVE PARK:** A beautiful piece of landscape gardening, covering 277 acres. Noted for the large variety of shrubs and trees cultivated. Ponds filled with rare lilies may be found in the central part. Grand, Tower Grove, Compton, Park, Vandeventer and Southampton cars. Bus No. 12, 8 or 5.

**ZOOLOGICAL PARK:** Occupying 72 acres in the southwest part of Forest Park. Contains a series of rustic pools with stone bridges. In summer these pools accommodate aquatic animals and birds. Modern animal houses. One of the largest bird cages in the world; clear water lakes; an abundance of trees, shrubbery and landscape gardening; cageless bear pits. Market car. Bus No. 3 or 18 to park bus.

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# Plays and Pleasures



## **The Ambassador**

Seventh and Locust streets  
(photoplay)

George Beban in person and on the screen. The screen story "The Loves of Ricardo" is supplemented in the third act by the stage presentation with Beban and the 26 players in the original cast who continue the screen story on the stage.

## **Missouri Theatre**

Grand boulevard and Lucas avenue  
(photoplay)

Special sixth anniversary program including Richard Dix in "The Quarter Back" with Esther Ralston. On the stage, a big anniversary revue with a New York cast of 36.

## **New Grand Central**

706 North Grand avenue  
(photoplay)

Monte Blue in "Across the Pacific." On the stage Gene Rodemich and his Merry Maniacs in "Jazz Mania."

## **West End Lyric**

Delmar boulevard and Euclid avenue  
Monte Blue in "Across the Pacific."

## **Loew's State Theatre**

Eighth street and Washington avenue  
(photoplay)

## **Shubert-Rialto**

Grand boulevard and Olive street  
(revue)  
Earl Carroll Vanities

## **Orpheum Theatre**

Ninth and St. Charles streets  
(vaudeville)

## **Castle Ballroom**

Olive and Twenty-ninth streets  
Dancing every evening except Mondays.  
Matinee every Sunday.

## **Gayety Theatre**

Fourthcenth and Locust streets  
(burlesque)

## **St. Louis Theatre**

Grand boulevard and Morgan street  
(photoplay and vaudeville)

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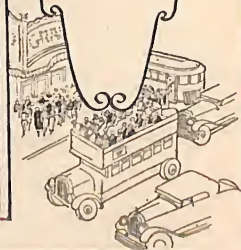
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**American**  
Market and Seventh streets  
(photoplay)  
Ben-Hur

**Empress Theatre**  
Olive street near Grand boulevard  
(stock company)

"The Lady Next Door" at the Empress this week, is one of the best comedies interpretive of American life in many a season.

It is the story of two duplicate suburban homes. In one lives Ed. Graham, a drudge, husband and father, with his punctiliously dutiful wife and mother of his ten-year old child. In the other lives Belle Sheridan, a Winter Garden girl, who has left the stage for marriage in her futile dream of a home. This neglected wife and the neglected drudge husband next door, in their loneliness and longing for human companionship and understanding, feel the fleeting wings of romance brush by them.

Quite unexpectedly as he strums his mandolin, which he is forbidden to play at home, to her accompaniment of "The Blue Danube," the vision of escape in elopement forms itself. But the man, bound by thirteen years of habit, cannot break the bonds. Yet the vision brings him some emancipation in his dreary life. I doubt if there is a more moving or poignant final curtain than that of "The Lady Next Door" with the suburban husband, imbued with courage from the vanished Belle, strumming on his forbidden mandolin "The Blue Danube."

**Fairmount Jockey Club**  
Collinsville, Ill.

The Fairmount Jockey Club's Autumn meeting at the million dollar racing plant near Collinsville is attracting a record attendance of prominent horse fanciers from Greater St. Louis and Kentucky and the Club House has taken on the appearance of a Saratoga meeting.

The closing week is crowded with special events and the increased stakes have attracted many new horses to the Fairmount course. There are about 750 of America's finest thoroughbreds now quartered at the Fairmount stables.

Special express bus service to the track is maintained daily by the People's Motorbus Company. Buses operate at frequent intervals from the Hotel Jefferson and Eads Bridge. On Saturdays and days of special races, double-deck buses are used.

**Capitol**  
101 North Sixth street  
(photoplay)

There is no question of the fact that St. Louis is thrilled, delighted, intrigued, and awed by the uncanny rendition of Warner Brothers production of Vitaphone, and

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John Barrymore in "Don Juan" which will begin the fourth week of its stay at the Capital Theatre at the matinee tomorrow.

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The newspapers of New York, Brooklyn, Atlantic City, Chicago, and St. Louis have editorially acclaimed this uncanny electrical instrument. Scientific magazines have contained articles by the foremost men in their field marveling at the unbelievable performance of Vitaphone.

So 'tis small wonder that St. Louis audiences are delighted when such great artists as Marion Tally, Missouri's own grand opera prima donna, Mischa Elman, master of the violin, Anna Case, opera and concert star, the New York Philharmonic Orchestra of 107 concert musicians, conducted by Henry Hadley, and Giovanni Martinelli, render the Vitaphone Prelude which is composed entirely of some of the most popular music ever composed and sung and played as only these great artists can interpret the harmonies of the various composers.

It is the most marvelous musical program that has ever been assembled to delight the American public.

When you add to this a thrilling photo-film with John Barrymore playing the title role of the legendary greatest lover the world has ever known, "Don Juan," the local-play goers are offered an evening of rarest enjoyment.

The Frank D. Boyd Advertising Company has moved into larger offices in the Liberty Central Trust Building, Broadway and Olive. The company specializes in service for local advertisers, preparing advertising for such firms as the Busy Bee Candy Company, Marx & Jones, Liberty Central Trust Company, Lungstras Dyeing and Cleaning Company, Drosen Jewelry Company, Oliver Cadillac Company, Maserang Drug Company, J. Kennard & Son, Lorenzo E. Anderson & Company, Schweig Studio, City Dairies Company and Swope Shoe Company.

The wedding coat and vest of Auguste Chouteau and the second day dress of his bride, Marie Theresa Cerre, whom he married on September 21, 1786, have been presented to the Missouri Historical Society by Mrs. John S. Winthrop, of Tallahassee, Florida, a granddaughter of Chouteau, and are now on display at Jefferson Memorial here. The wedding coat, a long-tailed garment of green satin, is lined with pink satin and has broad hems of ruffled pink satin.

A new organ, said to be one of the most magnificent in the country, is to be installed at Christ Church Cathedral here. The cost of the new instrument will be \$40,000.

## WEEKLY LUNCHEONS

*Continued from page 9*

Real Estate Exchange, 12:30 p. m., American Annex.

A. B. C., noon, Hotel Statler.

West End Kiwanis Club, noon, Gatesworth Hotel.

United Jewish Campaign, noon, Hotel Statler.

Moral Risk Club, 12:30 p. m., American Hotel.

### Thursday, October 28

University of Illinois, 12 noon, American Hotel.

Alpha Tau Omega Fraternity, 12:15 p. m., American Hotel.

Co-operative Club, 12 noon, American Hotel.

Theta Xi Fraternity, 12:15 p. m., American Hotel.

University of Michigan, 12:15 p. m., American Hotel.

Universal Club, 12:15 p. m., American Annex.

Rotary Club, noon, Hotel Statler.

Kirkwood Club, noon, Hotel Statler.

Round Table Knights, 12:15 p. m., Hotel Mayfair.

Exchange Club, 12:15 p. m., Hotel Mayfair.

Kiwanis Club, 12:15 p. m., American Annex.

University of Missouri Alumni, noon, St. Louis Luncheon. Informal luncheons daily, Busy Bee.

St. Louis Theatre Managers, noon, American Hotel.

Joint Council of Women's Auxiliary, 2 p. m., Hotel Mayfair.

United Jewish Campaign, noon, Hotel Statler.

### Friday, October 29

St. Louis Bar Association, 12:30 p. m., American Hotel.

Wholesale Grocers, 12 noon, American Hotel.

Civitan Club, 12 noon, American Hotel.

Fred W. Stockham Post, 12:15 p. m., American Annex.

Optimist Club, noon, Hotel Statler.

Advertising Club, Executives, noon, Hotel Statler.

Sigma Chi Fraternity, 12:30 p. m., City Club.

Chamber of Commerce, 12:15, Chamber of Commerce Dining Room.

Sales Managers Bureau, noon, Chamber of Commerce Dining Room.

United Jewish Campaign, noon, Hotel Statler

Two Bibles, said to be 200 years old, have been found by St. Louisans. A family Bible printed in 1713 was found by T. A. Meyers after a search of many years. H. G. Althen, going over his effects in preparing to move, found a Bible printed in German, dated 1728. It was brought to this country by his grandfather.

The 970 firemen of St. Louis' fifty-six companies are going to school and will continue to do so during the next few months to learn uniform methods of handling equipment and to take part in maneuvers. It is the city's first drill school for firemen.



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